

# Wisconsin Urban Forestry Council

## October 18, 2000

Christine Giese, Chair  
Jeff Edgar, Vice Chair  
Richard Rideout, Executive Secretary

10-24-2000

TO: Urban Forestry Council Membership  
FROM: Mr. Ryan Baker  
SUBJECT: The Wisconsin Urban Forestry Council Action Items

The following is a list of the items in the minutes that require action. Action on some items may be required immediately. Please notify me if you observe errors or omissions.

Action items:

- ☐ Contact Dick Rideout to volunteer to take over and coordinate the Millennium Grove Project.
- ☐ Contact David Stephenson to volunteer to serve on the Tour des Trees Core Team.
- ☐ Dick Rideout will send Council members a copy of the Governor's Council on Forestry membership list.
- ☐ Dave Liska and Dick Rideout will contact Bob Skiera to determine the status of Bob's position on the Governor's Council on Forestry and to get Bob's feelings on the subject of a replacement.
- ☐ Send nominations for the Governor's Council on Forestry to Dave Liska or Mark Dochnahl.
- ☐ Ryan Baker/Dave Liska will organize an email vote for nominating a candidate for the Governor's Council.
- ☐ Les Werner will contact Dr. Glen Stanosz to obtain information on Dean Aberle's Board of Visitors.
- ☐ Ryan Baker will email Council members copies of the Chair's letters to Preston Cole and Tony Perez.
- ☐ Send recommendations for annual awards to Dave Liska or Mark Dochnahl by November 1, 2000.
- ☐ **Everyone**-Use your list of contacts to find companies or organizations willing to sponsor events for the Tour des Trees. Contact David Stephenson (608-275-3227) with any leads.
- ☐ Contact David Stephenson will possible areas/cities in your area that would be ideal for TdT events.
- ☐ **Everyone**-Create a Council distribution list for emailing TdT suggestions to help stimulate ideas.
- ☐ Jeff Edgar will provide a list of TCUSA communities for conference mailing to community tree boards.
- ☐ UF coordinators will submit lists of communities they are in contact with for conference mailing to community tree boards.
- ☐ Dave Liska will provide the attendance list from last year's conference and Dick Rideout will provide a list from a DNR survey for this year's conference mailing.
- ☐ Chris, Dick, Kevin, and Joan will work on writing an invite letter to for tree boards with a cc to RUFCS.
- ☐ Kevin Hinckley and Joan Stevens will contact Paula Rosenthal to discuss conference topics.
- ☐ Kevin, Joan, Dick Rideout, and Chris Giese will form an outline of topics and issues for Paula Rosenthal.
- ☐ Chris Giese will contact Wayne Glowac to see what the Council can do to assist in the Home Products Show.
- ☐ Ryan Baker will add a Program Review section to the agenda for the January meeting.
- ☐ Mark your calendar for the next Council meeting on January 28, 2001, in Green Bay.

# **Wisconsin Urban Forestry Council Minutes, October 18, 2000**

Wisconsin Department of Agriculture, Trade and Consumer Protection Building, Room 266  
Madison, Wisconsin

In attendance were 26 people.

The **voting members** were: Ms. Laurie Bishop, Mr. Mark Dochnahl, Mr. Jeff Edgar-Vice Chair, Mr. Roald Evensen, Ms. Christine Giese-Chair, Mr. Kevin Hinckley, Mr. Paul Keller, Mr. Gregory Lancaster, Mr. David Liska, Ms. Mary Morgan, Ms. Joan Stevens, Mr. Daniel Traas and Mr. Les Werner.

The **Ex Officio Non-voting Members** in attendance: Mr. Leif Hubbard, Ms. Bria Radtke representing Mr. Bill Brener and Mr. Richard Rideout.

The **Non-voting Interested Parties** in attendance: Mr. John Giesal, Mr. Ken Ottman, Mr. Karl Parker, and Mr. Ron Zillmer.

The DNR Staff, who are **non-voting guests** in attendance: Mr. Ryan Baker, Ms. Cindy Casey, Mr. Mark Guthmiller, Mr. Bob Mather, Mr. David Stephenson, and Mr. John Van Ells.

**Absent Voting Members:** Dr. R. Bruce Allison, Mr. Preston Cole, Mr. Keith Erickson, Mr. Wayne Glowac, Mr. Paul Hartman, Dr. Laura Jull, Ms. Marilyn Knudsen, Dr. Robert Miller, Mr. Tony Perez, and Mr. Robert Skiera.

The Council meeting came to order at 9:45 a.m. with Ms. Christine Giese, Chair, presiding. The Chair welcomed the group and asked that everyone introduce himself or herself, as there were many guests in attendance. The minutes from the last meeting held on July 19 in River Falls were reviewed. Mark Dochnahl moved that the minutes be approved as read. Mary Morgan seconded the motion. The motion carried.

Dick Rideout presented the first quarterly financial report. Roald Evensen made a motion for approval. Jeff Edgar seconded the motion. The motion carried.

## **DNR Report / Millennium Grove Project**

Dick Rideout reported that the CARA bill had been killed. However, there would be a \$4 million funding increase nationwide for urban forestry. Unfortunately, Dick does not project much of this amount to be available for Wisconsin urban forestry. Roald Evensen thanked Dick for his periodic email updates on the status of CARA.

Dick Rideout reported that not much planning has been done concerning the Millennium Grove project. Chris Giese asked if the Council should be involved. Dick responded that there is no pressure to get involved and that there are higher priorities for the Council. The deadline for ideas is next spring. Dick asked the Council for volunteers to take over the Millennium Grove Project.

## **Report / Discussion on Tour des Trees (TdT)**

David Stephenson introduced the TdT Core Team members: Cindy Casey, John Giesal, Kevin Hinckley, Don Mueller, Ken Ottman, Karl Parker, Andy Schoop, John Van Ells, and Cindy Zimar. David asked if one more Council member would volunteer to serve on the TdT core team. David then turned the presentation over to Karl Parker.

Karl Parker continued the presentation by informing the Council of the specifics of the Tour des Trees. The Tour des Trees, started in 1992, is an annual fund raising cycling event for the International Society of Arboriculture Research Trust. The 2000 TdT raised \$300,000, of which \$180,000 went to tree research. Money raised by riders goes towards paying for unsponsored events during the tour with the difference going into the

Research Trust. Riders must raise a minimum of \$3,000 in pledges to enter the tour. Karl's presentation included photos and video of TV news reports from the 2000 TdT.

Karl expressed the importance of involving local communities and reaching people/groups outside of the industry. The key to having a successful tour is having organized events in cities and towns along the route of the tour that creates a focal point for media and public. Riders have previously participated in educational tree planting events in parks and community common areas, showing residents proper care and planting techniques. Ken Ottman suggested extending the educational opportunities to more than just planting, such as proper mulching, watering, and after planting care techniques. Karl also expressed the importance of having corporate sponsorship to incur some of the costs of the tour. Getting local companies to participate is a great way to involve the community. In previous tours, sponsors have offered to pay for and organize meals for the riders. Karl asked the Council to use their network of contacts to investigate companies, corporations, or organizations in their area that are willing to sponsor events, offer donations, or volunteer services.

David Stephenson handed out brochures on the 2000 Tour des Trees along with the proposed route for the 2001 tour. The tour, scheduled for August 5-12, will include four states beginning in Minneapolis, MN to Dubuque, IA to Galena, IL then ending in Milwaukee, WI. Chris Giese asked the Council to think of areas/cities that would be ideal for special events. Coincidentally, the tour ends in Milwaukee the same day as the end of the Wisconsin State Fair. Ken Ottman suggested routing the tour in conjunction with happenings at the Fair. Dick Rideout also suggested contacting local Wisconsin Olympians to get involved, some of whom are cyclists. Getting celebrities to events will bring the media out and then hitting the public with an important tree message will help accomplish goals of the tour. Dick advised members to create a Council distribution list to use when emailing suggestions to help stimulate ideas from others. David Stephenson described the TdT Core Team as a steering team and asked for the Council to take action on the decisions of the Core Team.

### **Nomination Committee Update**

Dave Liska reminded the Council that the Nomination Committee is actually a sub committee of the Membership Committee. For future meetings the Nomination Committee Update will be corrected as the Membership Committee Update.

Dick Rideout informed the Council of his findings on the Governor's Council on Forestry. He reported that the Governor's Council meets quarterly and positions are not reserved for certain industry or state organizations. In order for a new member to be appointed to the Governor's Council, a current member would have to come off. The Governor approves all appointments. Currently, Bob Skiera serves on the Governor's Council but has been unable to attend meetings on a regular basis. Chris Giese asked, if Bob cannot attend can the Council send a substitute. Dave Liska asked how the Council would go about nominating someone for the Governor's Council. Dick replied that the proper chain would be to OK a nomination with Gene Francisco, then work with the Governor's Council Chair and Bob Skiera in order to secure the appointment. Someone is needed on the Governor's Council that will attend all the meetings and be an active member in representing urban forestry. Bob Mather said that urban forestry representation is essential in Governor's Council. He stated that this council is where the "movers and shakers" are that can get money there it's needed and change laws to get things done. Jeff Edgar urged the Council to move quickly to find a substitute. Any meetings without Council representation hurts urban forestry. Bruce Allison's name was mentioned for possible nomination. Greg Lancaster suggested Preston Cole as another possible candidate. Dave Liska and Dick Rideout will contact Bob Skiera to determine the status of Bob's position and to get his feelings on the subject of a replacement. An appointment needs to be made before the end of the year. Send nominations for the Governor's Council on Forestry to Dave Liska or Mark Dochnahl. Once nominations are in, a Council wide email vote will be conducted.

Dick Rideout reported that positions on Dean Aberle's Board of Visitors are appointed for a non-renewable term. Forestry is not directly represented with most Board members representing agriculture. Dave Liska suggested Bruce Allison as a possible candidate for the Board. It was agreed that Council representation on Dean Aberle's Board is crucial. More information is needed about the Board. Les Werner volunteered to contact Dr. Glen Stanosz for more information. Dave Liska reported that Dean Aberle's Board is a direct voice

to the lobbyists of the University and can effect the position of the UW Cluster Hire. Les Werner handed out copies of a cluster hire pre-proposal endorsing an Urban Plant Ecology program. Thanks go to Dr. Laura Jull for her hard work on the UW Cluster Hire Initiative. Dick and Jeff Edgar reported that the UW Horticulture Department contacted them to serve on a panel of green industry people. This panel will meet December 8, 2000 and will advise the department of current issues it should be addressing and what support it should be giving to certain areas of industry.

Letters to Preston Cole and Tony Perez have not been sent. Email problems between Chris Giese and Ryan Baker resulted in a miscommunication. Laurie Bishop expressed concerned that Cole and Perez would take offense to the letters. Chris assured the Council that the letters were written in good taste. The letters will be mailed to Cole and Perez as soon as possible. Ryan Baker will email the Council the letters for their records.

Requests for annual award nominations are due November 1, 2000. Categories for awards are: Distinguished Service Award, Project Partnership Award, and Long-Term Partnership Award. A run down of the categories and nomination information can be found in the Autumn 2000 issue of Wisconsin Urban & Community Forests newsletter. Kevin Hinckley expressed his feeling that the awards “brings communities together” and “help politically within communities”. Dave Liska asked the Council for recommendations for the annual awards.

### **Planning for 2001 Annual Statewide Conference**

Chris Giese reported on the status of the Sunday evening session at the 2001 Annual Conference. The conference is scheduled for January 28-30, 2001, at the Regency Suites, Green Bay. The Sunday session will begin between 4 and 5 o'clock with food served at 5:00 and the reception at 5:30. Chris's feelings are that community tree boards are having trouble getting the public involved. She also expressed her concern that it seems as though only one person carries out the actions of community tree boards. What happens to the tree board if that person were to leave? Roald Evensen agreed and said that a 'leadership building' topic may be a great way to assist tree boards. Kevin Hinckley suggested having a round table discussion where attendees could bring up issues and get ideas from many sources. Dave Liska suggested having a 'panel of experts', similar to last year's conference. Dick Rideout reminded the Council that Paula Rosenthal will be a speaker at the conference and suggested asking her to give a leadership/motivational presentation. Kevin Hinckley and Joan Stevens volunteered to contact Paula to discuss working the topic into her presentation. Dick Rideout will send Kevin contact information for Paula. Kevin, Joan, Dick, and Chris will work together on an outline for Paula to follow. Roald suggested creating a list of community tree boards for mailing out conference information. Jeff Edgar offered to provide a list of TCUSA communities, UF coordinators will submit lists of communities they are in contact with, the attendance sign-up sheet from last year's conference and information from a DNR survey will be added. Chris, Dick, Kevin, and Joan will work on writing an invite letter to tree boards. UF coordinators will be sent copies of this letter for distribution to new tree board contacts.

### **PR Committee Report**

In Wayne Glowac's absence, Dick Rideout reported that he and Wayne have been in contact with Linda Barcz of the Bruce Company in regards to the Madison Builder's Association Home Products Show, March 2001. The Bruce Company and Council will share adjoining booths to create one display promoting plant care. The Bruce Company will be supplying plant material. Roald Evensen expressed concern that with Wayne absent from the meeting, the Council might lose involvement in the Home Products Show. Chris Giese will email Wayne to see what assistance the Council can be in organizing the display.

Dick also reported that no action has been taken with regards to Root Appreciation Day.

### **Mid State Technical College Program Update**

Ron Zillmer, Urban Forestry Technician Instructor, gave a presentation of a new program offering at Mid-State Technical College, Wisconsin Rapids. Beginning January 2001, MSTC will offer a two-year associate Urban Forestry Technician degree. Ron's goal is to form a two-plus-two partnership between MSTC and the Urban Forestry degree program at UW-Stevens Point. Students would gain a direct transfer from their associate degree

into a graduate program at the UW-Stevens Point. The Urban Forestry program at MSTC has received much backing from industry looking for qualified employees. Currently the program is structured for associate degree bound students only, however Ron plans to offer certificate programs as funds are made available. Dave Liska stated that the program merits the Council approval and support. Dick Rideout asked Ron what steps have been made in recruiting minorities into the program. Ron responded that not much has been done in means of recruiting. The program is still in its initial stages. Ron informed the Council that room rentals at MSTC are free and invited the Council to use its facilities for future meetings and events.

### **Report on Grassroots Summit**

Laurie Bishop handed out a summary of her trip to the Grassroots Summit in Nebraska City. She encouraged Council members to attend future Summit events. Dick reported that the only cost to the Council was for Laurie's airfare, a federal scholarship paid for her registration, lodging, etc.

### **Program Review**

Dick Rideout reported on the status of the program review. He emailed the 43-page report and summary to the Council. Dick asked the Council for help in reviewing and proofreading and that members give their opinion of how the report reads (is it clear and to the point?). Suggestions can be directed to Dick. Dick will make any changes before submitting report to the Forestry Policy Team. Dick requested that the Program Review be added to the January Council agenda. Ryan Baker will follow through. Greg Lancaster noted that the two-page summary is a good resource for members who are unable to review the entire report. Dick agreed, however the review team has dissected and reviewed each section of the report but has not recently reviewed the summary. Roald Evensen believes the program review to be a worthwhile project and that much use will come out of it. Cindy asked Roald if he saw other uses for the report. Roald responded that many sections of the report could be used to create a useful review for the general public. Dick finished by saying that the report is a basis for goals the Urban Forestry program will plan to accomplish, it is a review of where the program has been and where it is going. The report is also useful for making new connections and partnering with outside organizations.

### **Adjournment**

Mary Morgan expressed a thank you to Bill Brener for assisting with an insect identification.

Bria Radtke, DATCP, was thanked for arranging the room and coffee.

Chris Giese requested a motion to adjourn. *Mark Dochnahl was not present* so Roald Evensen moved. Mary Morgan seconded. The meeting adjourned at 2:15 p.m.

Respectfully submitted,

Ryan Baker  
Acting Secretary